

Claims

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1. A method including steps for  
selecting a pool of content elements from a set of content elements, said  
pool having a plurality of content elements but less than all of said set of content ele-  
ments;

determining a score for one of said content elements in said pool, said score  
being responsive to a predicted interest by an individual recipient of said one content  
element to a recipient;

comparing said score with a selected threshold;

choosing whether to distribute said one content element to said individual  
recipient, in response to said step of comparing.

2. A method as in claim 1, including steps for adjusting said selected  
threshold in response to said steps for comparing.

3. A method as in claim 1, including steps for adjusting said selected  
threshold in response to said individual recipient.

4. A method as in claim 1, including steps for  
adjusting said selected threshold in response to said steps for comparing;

1 noting a plurality of content elements in said pool, each having an associ-  
2 ated score, in response to said steps for adjusting;

3 selecting one of said plurality in response to said scores.  
4

5 0 5. A method as in claim 1, including steps for  
6 noting a plurality of content elements in said pool, each having an associ-  
7 ated score, in response to said step of comparing;  
8 selecting one of said plurality in response to said scores.  
9

10 6. A method as in claim 1, wherein a number of said individual recipi-  
11 ents is substantially greater than a number of content elements in said pool.  
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13 S410  
A2 7. A method as in claim 1, including steps for  
14 repeating said steps for determining and steps for comparing, for a plurality  
15 of content elements in said pool;  
16 selecting one of said plurality in response to said scores.  
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18 8. A method as in claim 7, including steps for adjusting said selected  
19 threshold in response to said steps for comparing.  
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21 9. A method as in claim 7, including steps for adjusting said selected  
22 threshold in response to said individual recipient.

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2 10. A method as in claim 7, including steps for  
3 adjusting said selected threshold in response to said steps for comparing;  
4 noting a plurality of content elements in said pool, each having an associ-  
5 ated score, in response to said steps for adjusting;  
6 selecting one of said plurality in response to said scores.

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8 11. A method as in claim 7, including steps for  
9 noting a plurality of content elements in said pool, each having an associ-  
10 ated score, in response to said step of comparing;  
11 selecting one of said plurality in response to said scores.

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13 Sub  
14 A3 12. A method as in claim 7, wherein said steps for selecting are respon-  
15 sive to said selected threshold.

16 13. A method as in claim 1, including steps for  
17 repeating said steps for determining, steps for comparing, and steps for  
18 choosing, until a selected condition.

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20 14. A method as in claim 13, including steps for adjusting said selected  
21 threshold in response to said steps for comparing.

1 15. A method as in claim 13, including steps for adjusting said selected  
2 threshold in response to said individual recipient.

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4 16. A method as in claim 13, including steps for  
5 adjusting said selected threshold in response to said steps for comparing;  
6 noting a plurality of content elements in said pool, each having an associ-  
7 ated score, in response to said steps for adjusting;  
8 selecting one of said plurality in response to said scores.

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10 17. A method as in claim 13, including steps for  
11 noting a plurality of content elements in said pool, each having an associ-  
12 ated score, in response to said step of comparing;  
13 selecting one of said plurality in response to said scores.

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15 Sub A4 18. A method as in claim 13, wherein said selected condition is respon-  
16 sive to a number of times said steps for determining are performed.

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18 19. A method as in claim 13, wherein said selected condition is that at  
19 least one content element in said pool is chosen for distribution.

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21 Sub A3 20. A method as in claim 1, including steps for selecting a new said  
22 pool.

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2 21. A method as in claim 20, wherein said steps for selecting said new  
3 pool include steps for replacing the entire said pool.  
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5 22. A method as in claim 20, wherein said steps for selecting said new  
6 pool include steps for

7 selecting an individual content element for addition to said pool;

8 selecting an individual content element for removal from said pool  
9

10 *Sub* 23. A method as in claim 20, wherein said steps for selecting said new  
11 *Att* pool are responsive to a timer.  
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13 ~~24.~~ A system including  
14 a pool of content elements selected from a set of content elements, said pool  
15 having a plurality of content elements but less than all of said set of content elements;

16 a score for one of said content elements in said pool, said score being re-  
17 sponsive to a predicted interest by an individual recipient of said one content element to a  
18 recipient;

19 a result of comparing said score with a selected threshold;

20 a communication path disposed for coupling said one content element to  
21 said individual recipient, in response to said result of comparing.  
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1                   25. A system as in claim 24, including an adjusted threshold, said ad-  
2                   justed threshold being in response to said result of comparing.

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4                   26. A system as in claim 24, including an adjusted threshold, said ad-  
5                   justed threshold being in response to said individual recipient.

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7                   27. A system as in claim 24, including  
8                   an adjusted threshold, said adjusted threshold being in response to said re-  
9                   sult for comparing;  
10                   a plurality of scores each associated with a content element in said pool;  
11                   a selected one of said content elements, said selected one being in response  
12                   to said scores and said adjusted threshold.

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14                   28. A system as in claim 24, wherein a number of said individual recipi-  
15                   ents is substantially greater than a number of content elements in said pool.

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17                   29. A method as in claim 24, including  
18                   an adjusted threshold, said adjusted threshold being in response to said re-  
19                   sult for comparing;  
20                   a plurality of scores, each associated with a different one of said content  
21                   elements in said pool;

1 a corresponding set of results of comparing said plurality of scores with said  
2 adjusted threshold;

3 a selected one of said content elements, said selected one being responsive  
4 to said set of results of comparing.

5  
6 30. A system as in claim 24, including a new said pool.

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8 31. A method as in claim 30, wherein said new pool is responsive to  
9 steps for replacing the entire said pool.

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11 32. A method as in claim 30, wherein said new pool includes an individ-  
12 ual content element added to said pool, and excludes an individual content element re-  
13 moved from said pool

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15 33. A method as in claim 20, wherein content elements in said new pool  
16 are responsive to a timer.

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